

### Pristine Advisers

An award-winning firm that has built a reputation for providing high-end experience in:

- Investor Relations,
- Public Relations
- Media Relations field.

With thousands of valuable contacts and over 33 years in operation.



### Overview

Client came to us about wanting to branch into social media, but had no experience and was not sure of the compliance issues, content, and how to successfully monitor the sites to ensure no negative comments were posted.

Pristine Advisers worked with their legal teams to ensure we were all in agreement on compliance laws, content and to ensure methods were put into place to monitor the sites. Pristine Advisers also worked with the client to develop a plan to maximize our effectiveness in achieving their goals.

Pristine Advisers developed a Facebook page, Twitter page and LinkedIn page. Posting the same information that is currently on their website is not enough to gain followers – we worked in pulling various content from the website, reports, fact sheets, etc. to keep a continuous flow of information posted every few hours to maximize visibility and avoid stale information. We also used key words to find followers that were in the same markets, inviting them to our pages.

We are careful to only target quality audiences so as not to take away from the value of the social media pages.

We also worked in conjunction with our CEFN social media sites to cross post much of the information to increase visibility for the Fund and gain followers that were exclusive to closed-end funds.

Within 6 months of our efforts – this client had the following:

*5981 people following them on the CEFN main account.*

*1682 people following them on the facebook account.*

*1383 people following them on the twitter account.*

*1229 people following them on the LinkedIn account.*

### ANALYSIS

Through our aggressive marketing campaign, we utilized our skills and experience to conduct a SWOT analysis, competitor analysis, shareholder survey and analysis, media review, etc. to ensure that we covered all the bases and that all of the information was *wanted, valuable, interesting and needed*. Their following numbers spoke volume to the results.